

Merchandising Services for Guild

Ivy Network offers all large clients a range of services which we feel may be helpful to a campus campaign. Guild, which is new to our markets, would benefit most, in our opinion, from name identification. ~~The aspect~~ In order to utilize the visual media that ~~can be very~~ ^{can be very} effective in establishing this, Ivy will place advertisements in the campus newspapers for Guild, ~~the order to demonstrate~~ ^{with up to 10% of our} contract revenues. On campuses which allow the practice, we ~~Cooperation, of course, is the key to a successful~~ can also distribute flyers and display up to fifty posters ~~in~~ ⁱⁿ heavily travelled areas on campus. And where our stations issue program guides, copy for Guild can be inserted. If Guild is interested in these avenues for increased sales, the logistics can be worked out between us easily.

Cooperation is, of course, the key to a successful campaign. Thus, we would work closely with Guild's regional representatives to plan ~~for~~ the best timing for newspaper runs, et. al. We would, in turn, expect to be supplied copy, posters, etc. with plenty of lead time to insure smooth organization. But perhaps the most potentially fruitful area of cooperation is in developing new outlets for Cribari. We would like to work with your representatives on this, generating ~~and of~~ ~~multiple~~ requests for Cribari at local stores and setting up point-of-purchase displays, ^{with campus station backing} for new distributors. ~~to start them off with successful sales~~ This will help start these new dealers off successfully, and keep them happy Guild customers.

Ivy would like to follow these ideas up with concrete ~~regional~~ planning

600 - 60's @ 3.00 \$1800 per
\$28,800 total
1000 - 60's @ 2.75 \$2750 per
\$27,500 total

30 week schedule

B-17 semester

Vacation schedule to be provided with campus
addresser + population.

175,000 total student audience.

5 year proposal?

